

The Green Edge

How an Environmental Organization is
Changing Corporate America

April 9, 2003



ENVIRONMENTAL DEFENSE

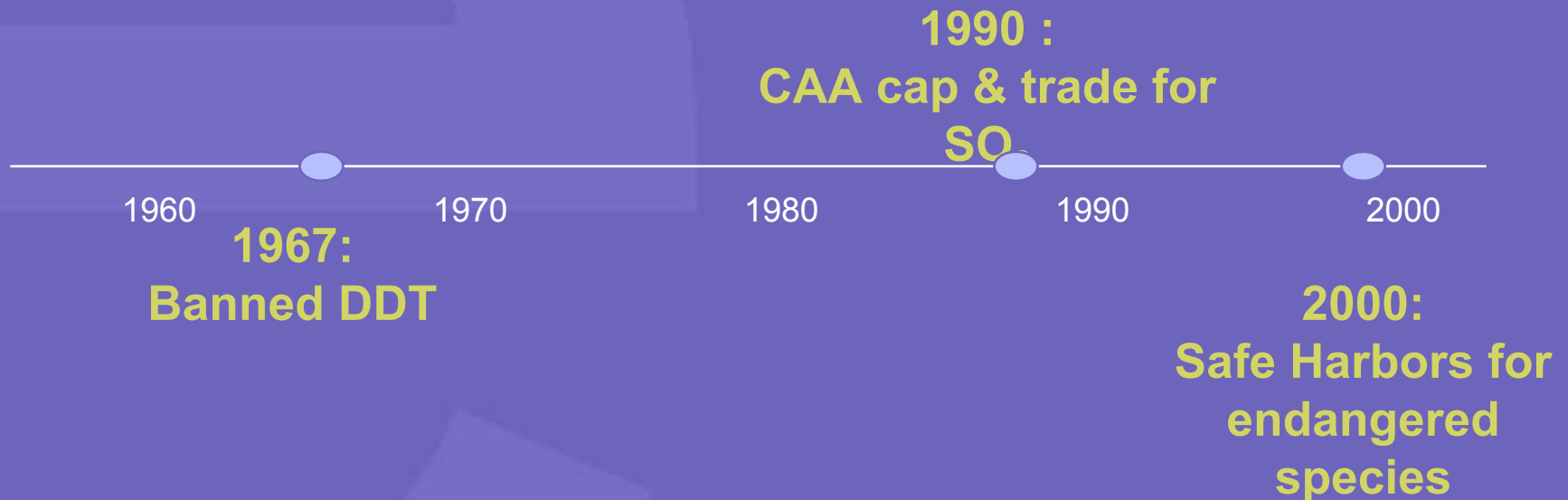
finding the ways that work

Overview

- Who we are
- How we work with corporations
 - Partnership for Climate Action
 - Alliance for Environmental Innovation
- How we influence change

Environmental Defense

Finding the ways that work



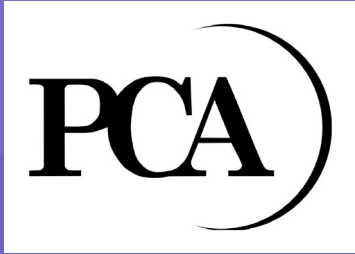
Our Corporate Partnership Goals

Achieve environmental gains



Provide
business benefits

Create
broader change



Partnership for Climate Action

- Launched in 2000
- Collaboration of business and environmental leaders dedicated to climate protection

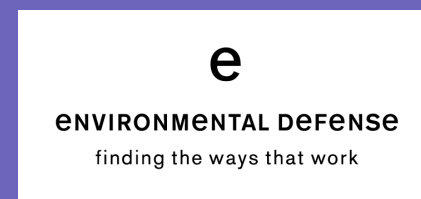
PCA Partner Commitments

- Publicly announce a GHG emission target and a plan to meet it
- Measure, track and publicly report net GHG emissions
- Share best practices with PCA members, customers and suppliers
- Lead by example

PCA Members



Shell
International



CATALYZING CORPORATE CHANGE

PCA Results

Cut emissions 17% below 1990 levels
(3x Kyoto Protocol)

BP

- reduced over 5 million tons of CO₂ equivalents
- saved \$650 million

DuPont

- reduced CO₂ equivalents by 63%
- sold surplus reductions to Entergy

Alliance for Environmental Innovation

Changing the way business thinks about the environment

- Launched in 1994
- One-on-one partnerships with companies to adopt environmental innovations with business benefits

Alliance Partners



FedEx

Creating a new generation of delivery trucks.



- increase fuel efficiency by 50%
- decrease air pollution by 90%
- maintain functionality
- lifetime cost-competitive

McDonald's

Leveraging McDonalds purchasing power for beef, chicken, and pork into healthier farming across America.



- Eliminate antibiotics as growth promoters
- Measure and reduce antibiotic use overall

Citigroup

Leveraging buying power for better paper.



- Reducing paper use
- Switching to recycled
- Managing the supply chain



Performance Track Partners we've worked with:

BAE Systems

Clairol

Bristol-Myers Squibb

DuPont

Eaton Corporation

Characteristics of Success

- **Results** – Environmental and business benefits
- **Commitment** – Senior management buy-in
- **Trust** – Written confidentiality agreement
- **Credibility** – Separate finances and positions
- **Accountability** – Public report
- **Replicability** – Disseminate tools and methods

When it works

- Culture of innovation
- Healthy supplier relationships
- Appreciation of brand benefits
- Nose above the horizon view
- Go for every penny attitude
- Effective internal dynamics

What we can bring

- Information about risks and opportunities
- Different perspectives
- Established credibility
- Access to regulators and other enviros
- Set the bar higher